



Mediakit 2018

A word of introduction



BURDA is a guide to fashion and style. We present world-wide fashion trends and tailor them in a way that suits every woman. Our magazine is oriented for modern and creative women who value style and high quality.

BURDA lives up to the expectations of the most demanding women for whom fashion is an excellent form of entertainment.

BURDA presents fashionable cut to shape and size styles thanks to which our readers can wear one-off piece of clothing.

BURDA is a course of inspiration for the inspired. We help to create the style

AKADEMIA BURDA is a training programme of Burda magazine which shares its knowledge and many years of sewing experience with those who want to learn how to sew.

The workshops have been created for those who want to take steps in basic sewing as well as for those who want to extend their knowledge on new sewing techniques under supervision of professionals.

Anna Blaut-Welna
editor-in-chief

Sales: **23 263** copies

Readership: **170 764**

Reader's profile:

89% of women

Average age: **43** years old

Higher education: **42%**

Household income above 3 000 PLN: **83%**

Place of residence – towns of more than 100 000 residents: **47%**

360° Communication

burda.pl
652 121 page views
66 048 unique users
(10.2017)

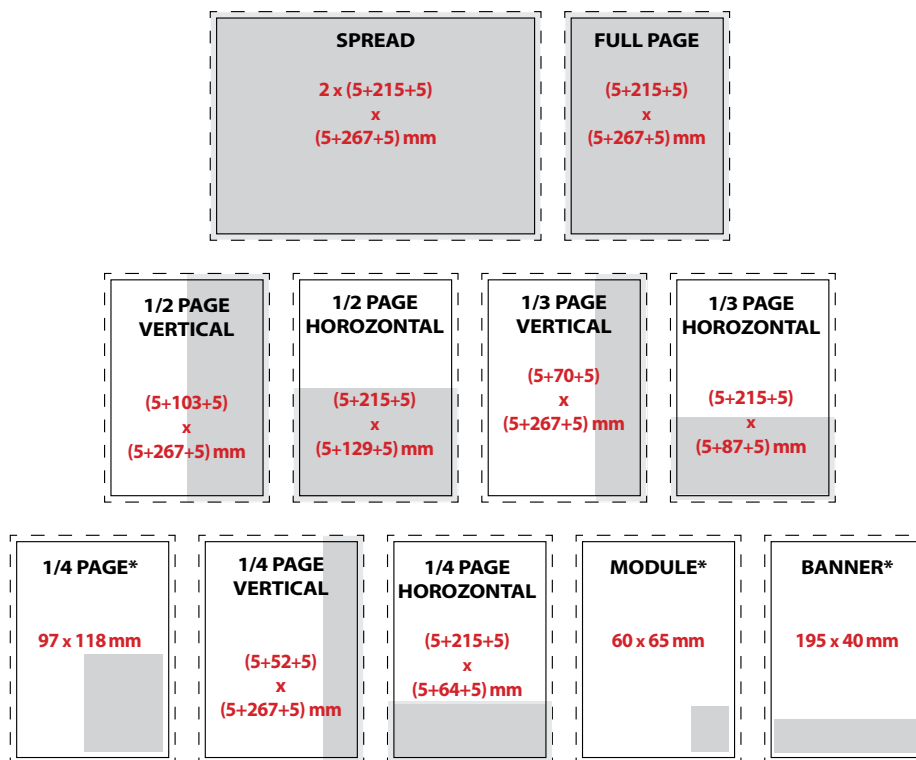


facebook
34 611 fans
(10.2017)



Burda
23 263 sales
170 764 readers
(10.2016-9.2017)

Formats and price list



*non-bleed advertisement

Spread	29 600 PLN
2nd cover	19 000 PLN
3rd cover	18 400 PLN
4th cover	10 100 PLN
Full page	17 900 PLN
1/2 page	11 600 PLN
1/3 page	7 400 PLN
1/4 page	6 300 PLN
1 module	2 100 PLN
banner	4 800 PLN

SURCHARGES

Ad placement in the first 1/2 of the magazine	15%
Ad placement in the first 1/3 of the magazine	30%
Ad placement aside selected editorial material	15%
Second advertiser	10%

Other non-standard advertisements to be settled on the basis of separate cost calculation. All prices are net prices. Statutory VAT tax value is to be added to all the prices above.

Publishing Schedule

Issue number	Deadline of submitting materials	The first day of sales
2/2018	28.12.2017	19.01.2018
3/2018	02.02.2018	23.02.2018
4/2018	02.03.2018	23.03.2018
5/2018	06.04.2018	27.04.2018
6/2018	09.05.2018	25.05.2018
7/2018	01.06.2018	22.06.2018
8/2018	29.06.2018	20.07.2018
9/2018	03.08.2018	24.08.2018
10/2018	31.08.2018	21.09.2018
11/2018	05.10.2018	26.10.2018
12/2018	02.11.2018	23.11.2018
1/2019	30.11.2018	21.12.2018

Technical data and terms of acceptance of advertising orders

Net format	215x267 mm
Files	PDF 1.3 version
Data storage	Files up to 10 MB e-mail: reklama@burdamedia.pl ftp://ftp.burdamedia.pl/ login: reklama haslo: burdamedia
Print	offset
Binding method:	stitching

Preparing of materials (technical specification summary)	Color space: CMYK Vector graphics – texts converted to curves
	Total ink limit (TIL): covers: 320% inside pages: 300%
	ICC profiles: covers: ISO Coated v2 (ECI) inside pages: PSO LWC Improved (ECI)
	Bleeds: min. 5 mm; minimal proximity of all elements from trim edge: 5 mm

ICC profiles are available on ftp.burdamedia.pl in DOWNLOAD folder. The table above is a summary of Technical Specification available on www.burdamedia.pl or [ftp.burdamedia.pl](ftp://ftp.burdamedia.pl) in DOWNLOAD folder. In case of discrepancies the full Technical Specification content should be followed. **Should you have any technical question, please contact:** Tomasz Langsam, e-mail: tomasz.langsam@burdamedia.pl

The detailed sale conditions of advertising surface, including advertising orders, publishing and emission of announcements and/or advertisements in magazines issued by companies of Burda Media Group are stated in Bylaws of Advertising and Announcements Orders available at www.burdamedia.pl

Why the Press?

1 Press engages – while reading we concentrate. Therefore, we can easily take our mind off things. It is a kind of relaxation we yearn for.

2 Press builds credibility – through constant contact with our readers we know how to advise and make our readers trust us. It is the special bond and trust between the reader and the magazine that is created on the basis of a discussion (e-mails, letters, comments, dispute) and which results in strengthening credibility and advertising message.

3 Press enhances brand awareness – thanks to immense possibilities of presenting a product in press, the enhanced content of advertisements not only allows the reader to get to know the product better but also strengthens its image.

4 Press reaches target groups – on the basis of wide variety of topics, consumer and readership research, it is easy to create target groups and introduce products in accordance with a group's needs.

5 Press is creative – except a wide variety of formats that the press has to offer, it also provides advertising forms such as: inserts, glues inserts, bands, scented strips, folds and many others within the scope of its immense possibilities.

6 Press builds intimacy – as the research show, most women associate reading with relax and intimacy. This is what clearly improves perceiving the message of an advertisement. Moreover, a magazine always engages into a discussion; what's new, what's interesting, what worth recommending.

7 Press does not irritate – the research show that TV audience is irritated by the amount of emitted commercials. 80 percent of respondents considered commercials to be the most irritating whereas advertisement in press is regarded to be irritating by only 8 percent.

Source: PRO Media House presentation, on the basis of the research by Demoskop



Contact details

www.burdamedia.pl

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ul. Marynarska 15
02-674 Warszawa
Tax Identification Number: 897-14-11-483

Bank account:

PLN: 76 1140 1977 0000 4186 6900 1001
EUR: 85 1140 1977 0000 4186 6900 1033
USD: 96 1140 1977 0000 4186 6900 1029

Payment date:

after the publication of the advertisement, on the basis of the VAT invoice issued, within the deadline indicated in the order or the invoice.

Periodicity: monthly

Territorial scope: nationwide

ISSN: 0867-387X



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